



# FACTOR DETERMINE MARKETING OF ELECTRONIC PRODUCTS AND PROBLEMS OF BUYING ELECTRONICS PRODUCTS: A MICRO LEVEL STUDY

A. Abdul Kadhar<sup>1</sup> | A. Abdul Raheem<sup>2</sup>

<sup>1</sup> Ph.D Research Scholar (Full-Time), Department of Economics, The New College (Autonomous), Chennai-14.

<sup>2</sup> Associate Professor and Research Supervisor, Department of Economics, The New College (Autonomous), Chennai-14.

## ABSTRACT

Consumer behaviour is the study of the processes that individuals or groups go through in making their purchasing choices in order to satisfy their needs. Usually the buying behaviour takes many forms of consumer's choices that can vary depending on a broad set of factors such as: earnings, demographics, social and cultural factors. Beside these basic internal factors which are considered to be influential to the buying behaviour, there are also a set of factors that would be simulated by the external circumstances in the environment surrounding the consumer. It is valuable to mention that the consumer behaviour is a combination of customer's buying awareness combined with external motivators to result in a change in the consumer's behaviour. This is why most of the economies around the globe shares one problem; because of the external influence on the internal community aspects. Satisfying customers is the ultimate objective of every marketer in all categories of goods and service. After selling a product, the marketers may not have direct contact with the customers. The post purchase behavior of a customer has been influenced by a number of social factors in which the marketer may not get any direct role. Therefore, this paper study the factor determine marketing of electronic products and problems of buying electronics products.

## INTRODUCTION:

The consumer electronics industry has growing every day and witnessed a unique growth over the past few years. This growth can be attributed to the increasing effect of state of the art electronic devices on the market. The consumer electronics industry is ushering in the dawn of Convergence. It is the confluence and merging of hitherto separated markets of digital based audio, video and information technology, removing entry barriers across the market and industry boundaries. This convergence of technologies has resulted in a greater demand for consumer devices, be they portable, in-home (mobile phones, digital camera) or in-car (DVD players), offering multiple functions. The study attempts to examine the marketing status and buying behavior of consumers for electronic goods. The marketing of electronic goods can be assessed both from the point of view of sellers and consumers. This study analyzes brand wise marketing of selected electronic goods like LED-TV, Computer, Washing machine, Refrigerator, Air Conditioner, Smart Mobile Phone, digital camera and so on. An assessment of growing demand for electronic goods, advertisement strategy and problems of by electronic goods from the manufactures, from the point of view of sellers deserves due attention and part of the present study. This study takes into account various components of cost of marketing electronic goods and profit margin in marketing electronic goods as per the views of the sellers. In the second part an assessment could be made to examine the consumers' preference of electronic goods in terms of brand preference of electronic goods and effective advertisement media in marketing electronic goods. Further an attempt is made to study the consumers' views on motivating factors towards buying a particular brand of electronic goods.

However, there are a number of studies undertaken in the direction of consumer, but there is no concrete and systematic study relating to consumer buying behavior and marketing of electronic products with reference to Chennai city of Tamil Nadu. This is the gap observed in the study area, in order to fulfill this gap; the present study has been undertaken. This is a pioneering study on consumer buying behavior and marketing of electronic products with reference to selected customers and sellers of electronic products in Chennai city of Tamilnadu. Therefore this paper examine the factor determine marketing of electronic products and problems of buying electronics products from the manufactures.

## Research Design:

This study is undertaken in Chennai metropolitan city in Tamil Nadu. In Chennai city the researcher has classified into four areas namely area I consisting south Chennai, Areas II consisting east Chennai, Areas III consisting north Chennai and Areas IV consisting Central Chennai. Therefore, this study examines the factor determine marketing of electronic products and problems of buying electronics products from the manufactures in the selected areas of Chennai city in Tamilnadu.

In the second dimension, the present study has selected sellers of electronic products, the sample size of 160 sellers of electronic product were selected in four areas (i.e 36 sample for area-I south Chennai, 45 sample for area-II east Chennai, 39 sample for area-III Central Chennai and 40 sample for area-IV North Chennai) of Chennai City focuses on marketing of different electronic products in the study area. Chi Square test as statistical tools were used to analyze the data

## Analysis of Data and Results

Area wise consumers Views on Factors determining Marketing Electronic products: Table 4.44 indicates out of the total 160 sample consumers 21.88 per cent of them hold the view that durability is a major factor determining marketing electronics goods, 21.25 per cent state it as fair price, 20.00 per cent of them state that colour and size, 19.38 per cent and 17.50 per cent of them state it as quality and free service determining marketing electronics goods.

The area wise consumers Views on Factors determining Marketing Electron goods reveals majority of the respondents of area-I south Chennai (i.e 33.33%) state that quality, area-II east Chennai (i.e 31.11%) state that durability, area-III central Chennai (i.e 28.21%) and area-IV north Chennai (i.e 27.50%) state that faire price major factor determining marketing electronics goods. The consumers of area-I south Chennai (i.e 33.33%) and area-II east Chennai (i.e 31.11%) constitute more number with respect to their views on quality and durability as a major factor determining marketing electronics goods than those of others. A more of the respondents hold the view that durability and quality are a major factor determining marketing electronics goods in the selected areas of Chennai City of Tamilnadu.

The chi square test is applied for further discussion; the computed chi square value is 127.4, which is lesser than its tabulated value at 5% level of significance. Hence, the difference between respondents of various areas and views on factors determining marketing electronics goods is statically identified as in significant.

**Table 4.44 Area wise consumers Views on Factors determining marketing Electronic goods**

Area	Quality	Durability	Fair Price	Free Service	Color and Size	Total
Area-I South Chennai	12 (33.33)	9 (25.00)	5 (13.89)	3 (8.33)	7 (19.44)	36 (22.50)
Area-II East Chennai	6 (13.33)	14 (31.11)	7 (15.56)	8 (17.78)	10 (22.22)	45 (28.13)
Area-III Central Chennai	8 (20.51)	5 (12.82)	11 (28.21)	9 (23.07)	6 (15.38)	39 (24.38)
Area-IV North Chennai	5 (12.50)	7 (17.50)	11 (27.50)	8 (20.00)	9 (22.50)	40 (25.00)
Total	31 (19.38)	35 (21.88)	34 (21.25)	28 (17.50)	32 (20.00)	160 (100.00)
Chi Square Value	127.4**					

Source: computed Note: figures in parentheses represent percentage \*\*significant at 5 per cent level

Area wise Respondents' Views on Problems of buying electronics goods from the manufactures: Table 4.45 indicates the area wise respondents' views on problems of buying electronics goods from the manufactures. It is observed that out of the total 160 respondents 28.75 percent of them hold the view that there is a

problem of immediate payment to buy electronics goods from the manufacturers, 25.63 per cent of them hold the view that there is a need huge amount to buy electronic goods from manufacturers, 23.75 per cent of them hold the view that there is a refuse to give the credit sales to buy electronic goods from manufacturers and 20.63 per cent of them refer it as problem of interest for credit purchase to buy electronic goods from manufacturers.

The area wise analysis reveals majority of the respondents of area-I south Chennai (i.e 33.33%) and area-II east Chennai (i.e 33.33%) state that there is a need of huge amount to buy electronics goods from the manufacturers. Moreover, majority of respondents of area-III Central Chennai (i.e 33.33%) state there is a problem of immediate payment to buy electronic goods from manufacturer and area-IV north Chennai (i.e 35.00%) constitutes more number with respect to their problem of refuse to give credit sales to buy the electronic goods from manufacturers than those others.

The chi square test is applied for further discussion. The computed chi square value is 81.42 which are greater than its tabulated value at 5 per cent level of significance. Hence, the difference between respondents of various areas and their views on problems of buying electronics goods from manufacturers is statistically identified as in significant.

**Table 4.46 area wise Respondents' Views on Problems of buying electronics goods from the manufactures**

Area	Huge amount need	Problem of Immediate Payment	Refuse to give credit sales	Interest for credit purchase	Total
Area-I South Chennai	12 (33.33)	10 (27.78)	8 (22.22)	6 (16.67)	36 (22.50)
Area-II East Chennai	12 (26.67)	15 (33.33)	10 (22.22)	8 (17.78)	45 (28.13)
Area-III Central Chennai	13 (33.33)	10 (25.64)	6 (15.38)	8 (20.51)	39 (24.68)
Area-IV North Chennai	4 (10.00)	11 (27.50)	14 (35.00)	11 (27.50)	40 (25.00)
Total	41 (25.63)	46 (28.75)	38 (23.75)	33 (20.63)	160 (100.00)
Chi Square value	81.42**				

Source: computed

Note: figures in parentheses represent percentage \*\* significant at 5 per cent level

## CONCLUSION:

It could be concluded that more of the respondents hold the view that durability and quality are a major factor determining marketing electronics goods in the selected areas of Chennai City of Tamilnadu. It could be noted from above discussion that consumers rated first order priority of durability of goods towards the marketing, fair price of goods the second, quality of the goods the third, free services the fourth and colour and size of the goods in last. Moreover, the difference between respondents of various areas and views on factors determining marketing electronics goods is statically identified as in significant as shown X2 value. Further, it could be stated that the first order problem of immediate payment in buying electronics goods from the manufacturers, followed by problem of huge amount need, refuse to give credit sales and interest for credit purchase respectively. Moreover, the difference between respondents of various areas and their views on problems of buying electronics goods from manufacturers is statically identified as in significant is statically identified as in significant as shown X2 value.

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